

FOLLOW THESE PLANS
WHEN YOU TELL THE
ANS ABOUT *Richard*

BARTHELMESS

in
A MODERN HERO"

with **JEAN MUIR**

THE CLASH
AND FIRE OF A
GREAT NOVEL
ELECTRIFIES
THE SCREEN!



Richard
BARTHELMESS
"A MODERN HERO"

This WAS the cover of this Merchandising Plan. We thought so much of it we shot it to the Lithographers and now it's your Herald. In full colors, same size as shown when folded, double the flash when opened, with entire back blank for theatre copy.

**YOUR
KEY
STUNT**

**5-DAY CASTING CONTEST
A NEW TWIST**

Five women in this picture—five big-time femme names that mean extra patron attention. And an idea crammed full of reader-appeal! That's why this contest was born—read the prepared story following and see if your papers won't like it . . . we think they will!

Prepared Announcement:

**Could You Fill The Job
Of Movie Casting Director?**



(Top) left to right: Florence Eldridge, Verree Teasdale; (Center) Jean Muir; (Bottom) Dorothy Burgess, Marjorie Rambeau.

Mat No. 18—20c

Do you think you COULD be a casting director? Here's a chance to find out and at the same time check your ability at the theatre.

There are five leading feminine roles in the Warner Bros. feature film "A Modern Hero" the latest Richard Barthelmess starring vehicle. They are portrayed by Jean Muir, Marjorie Rambeau, Dorothy Burgess, Florence Eldridge and Verree Teasdale.

As casting director, you have photographs of these five stars before you. The script tells you that—

The mother of Pierre, played by Richard Barthelmess, is shown first as a circus owner, and ages 30 years during the period depicted in the picture. Which of these five actresses would YOU pick for that part?

A girl whose infatuation for Barthelmess causes her to become the mother of his son. She must love devotedly, sacrifice her son in the end, and age gracefully as the devoted wife of another man. Who would be YOUR choice for that role?

A rich widow, not at all adverse to aiding a handsome young hero start on a business career—a woman also capable of unselfish love—not at all the wanton type. Which one for her part?

Barthelmess, in the picture, marries the daughter of his partner, whose motivating impulse seems to be jealousy of his affection for his illegitimate son. Her's is a difficult role, for the character she

(Continued at bottom of Page Three)

WARNER BROS...THE NO. 1 COMPANY • WARNER BROS...THE NO. 1 COMPANY

production information

Cast of Characters

Pierre	Richard Barthelmess
Joanna	Jean Muir
Mme. Azais	Marjorie Rambeau
Claire	Verree Teasdale
Leah	Florence Eldridge
Hazel	Dorothy Burgess
Mueller	Hobart Cavanaugh
Young Pierre	William Janney
Elmer	Theodore Newton
Ryan	J. M. Kerrigan
Flint	Arthur Hohl
Aunt Clara	Maidel Turner
Peter	Mickey Rentschler
Eggelson	Richard Tucker
Mrs. Eggelson	Judith Vosselli

The Story

Pierre Radier and his mother are traveling circus performers. While playing in the village of Pentland he meets and falls in love with Joanna Ryan. He wants to take her with him but his mother persuades him that it would ruin her life.

Months later Joanna's father comes to tell Pierre that she is going to have a child. Ryan gets drunk and is killed by a locomotive. Pierre takes the body back to Pentland and proposes to Joanna, who refuses, saying that she would never fit into his life. She tells him that she is going to marry a man who loves her and knows her story.

Pierre, ambitious and eager to get out of the circus life, borrows money from a wealthy widow who is infatuated with him and finances a bicycle business partnership with Mueller, a fellow circus man and an inventive genius.

Homer Flint of Pentland joins Pierre and Mueller in an automobile plant established in Pentland.

In Pentland, Pierre meets his son and persuades Joanna to let him send the boy away

to school. Although married to Flint's daughter, Pierre keeps an apartment in the East. There he becomes attracted to Lady Claire Benson. While in the East he manages to see a great deal of his son.

When war breaks out, Pierre goes into the munitions business and manufactures trucks, growing more and more wealthy. He is persuaded to put all his money on a stock which is supposed to be manipulated by a pool controlled by a new acquaintance. The man disappears leaving Pierre penniless. On the same day, his son is killed in the new automobile Pierre gave him.

Pierre returns home and finds that Hazel has discovered that the boy was Pierre's son. She starts a tirade but Pierre walks out on her, saying he is through. Hopeless and a broken man, he returns to his mother who has become a fortune teller. She tells him there is no such word as defeat in the circus and that they will start all over again. He looks at her with admiration and consents.

Production Staff

Director	G. W. Pabst
Story by	Louis Bromfield
Screen Play by	Gene Markey and Kathryn Seola
Dialogue Director	Arthur Greville Collins
Photography by	William Rees
Film Editor	James Gibbon
Art Director	Robert Haas
Gowns by	Orry-Kelly
Vitaphone Orchestra Conductor	Leo F. Forbstein

Official Billing

RICHARD BARTHELMESS	100%
in	
"A MODERN HERO"	100%
by Louis Bromfield	5%
with	
Jean Muir	90%
Marjorie Rambeau—Verree Teasdale	60%
Florence Eldridge—Dorothy Burgess	20%
Hobart Cavanaugh—William Janney	20%
Directed by G. W. Pabst	20%
A Warner Bros. & Vitaphone Picture	40%



Length: 6,370 Ft. Running Time: 71 Mins.

Biographies

Richard Barthelmess

Richard Barthelmess was born in New York City. His mother was Caroline Harris of the stage and was one of Nazimova's early instructors; his father was an importer in New York. After a career at Trinity College largely given to dramatic activities, Barthelmess was offered his first stage role by Nazimova.

He was early associated with D. W. Griffith, who called him his "Little Walthall" and trained him in the fundamentals of screen art so thoroughly that the stamp of the great director remains in Barthelmess' work today.

For several years now he has been under contract to Warner Bros.-First National Studios and has made for them some of his outstanding pictures. He maintains a winter home in Beverly Hills, California, a beach house at Malibu and an apartment in New York City. Much of his time, however, is spent in world travel, and hardly a summer goes by without a tour to one of the European or Asiatic countries.

His recent pictures include "Massacre," "Heroes For Sale," "Central Airport," "Cabin in the Cotton" and "Alias The Doctor." He received a special notice from the American Academy of Motion Picture Science and Arts for his work in "The Patent Leather Kid."

Appearing In 'A Modern Hero'



Verree Teasdale and Richard Barthelmess in the Warner Bros. dramatic hit at the Strand.
Mat No. 16-20c

Jean Muir

Jean Muir was born in New York City, received her education in private schools in the East, and upon graduation studied in Paris. She was called sud-

JEAN MUIR
at the Strand
in
"A MODERN
HERO"



Mat No. 2.
—10c

denly to America and met John Drinkwater on the returning boat.

He became very much interested in her possible stage talents, and she shortly afterwards toured the country with his troupe gaining valuable training with the great actor. Returning to Broadway, she soon became well-known through fine performances in "The Truth Game," "Peter Ibbetson," "Melo," "Life Begins" and "St. Wench."

She entered motion picture work recently and has appeared in "The World Changes," "Female," "Son of a Sailor," "Bureau of Missing Persons," "Bedside" and "As The Earth Turns."

Dorothy Burgess

Dorothy Burgess was born in Los Angeles, Calif., but was in New York when a child with her parents. She was educated at Miss Dow's School at Briar Manor after attending public school in New York City.

A niece of Fay Bainter, she was given a small part in Miss Bainter's play, "East Is West," running on Broadway at the time. This was her first stage experience to be followed by a part in "Crooked Square."

Later she became a specialty dancer in the Music Box Revue. Her first big part was the ingenue role in "Dancing Mothers." Following this she played in "The Adorable Liar," "Synthetic Sin," and "Good News."

She went to Los Angeles to play in "The Squall" and it was while playing in this production that she was given a test for the role of Tonia in "In Old Arizona," and won the part.

Verree Teasdale

Verree Teasdale was born in Spokane, Wash., but moved to New York City when two years old with her parents. She was educated in the Perkins School for Girls and the Erasmus Hall High School. Afterwards she attended the American Academy of Dramatic Art and the New York School of Expression, at the same time taking voice training under Eleanor McLellan. She completed her education by a year's travel through Europe and South America.

Her first appearance on the stage was in "Cheaper To Marry," following with "The Constant Wife" and "The Greeks Had a Word For It." While playing on the stage in "Experience Unnecessary" she attracted the attention of Hollywood producers who engaged her to play in "Sky-scraper Souls." More recently she appeared in "Fashions of 1934," "Roman Scandals," "Goodbye Love," "Payment Deferred" and "Luxury Liner."

Miss Teasdale is an accomplished singer and has done considerable such work for the radio. She is a cousin of the late Sam Teasdale and of Edith Wharton, one of America's foremost novelists.

Screen Records

RICHARD BARTHELMESS — "Massacre," "Heroes for Sale," "Central Airport," "The Cabin in the Cotton," "Alias the Doctor."

JEAN MUIR — "As the Earth Turns," "The World Changes," "Female," "Son of a Sailor," "Bedside," "Bureau of Missing Persons."

MARJORIE RAMBEAU — "Joe Palooka," "Warrior's Husband," "Strictly Personal," "Leftover Ladies," "Her Man," "Min and Bill."

VERREE TEASDALE — "Fashions of 1934," "Roman Scandals," "Goodbye Love," "Payment Deferred," "Luxury Liner," "Sky-scraper Souls."

FLORENCE ELDRIDGE — "The Great Jasper," "Thirteen Women," "The Matrimonial Bed," "The Greene Murder Case," "Charming Sinners."

DOROTHY BURGESS — "Fashions of 1934," "From Headquarters," "Ladies They Talk About," "Play Girl," "Lascia of the Rio."

HOBART CAVANAUGH — "Jimmy The Gent," "I've Got Your Number," "Mandalay," "Convention City," "Hi, Nellie!" "Dark Hazard."

G. W. PABST (director) — "Kameradschaft," "The White Hell of Pitz Palu," "Westfront 1918," "Joyless Street," "Don Quixote."

Marjorie Rambeau

Marjorie Rambeau was born in San Francisco, where after studying dancing and dramatic art, she made her debut on the stage in stock. Later she teamed with Willard Mack and toured through California and the Middle West in his plays.

Going to New York she made her first big hit in "Kick In," following with "So Much for So Much," "Cheating Cheaters," "Eyes of Youth," "Antonia" and "The Goldfish."

She did not undertake work in pictures until the talkies had been established, making her debut in "Her Man." This was followed by "Min and Bill," "Leftover Ladies," "Strictly Personal," "Warrior's Husband" and "Joe Palooka."

Florence Eldridge

Florence Eldridge was born in Brooklyn, N. Y. and educated in the Girls' School of that city. She started her stage career in stock and in a short time was playing on Broadway, her most important productions being "Ambush," "The Cat and the Canary," "Love Habit," "Cheaper To Marry," and "The Great Gatsby."

Miss Eldridge was headed for stardom when she married Fredric March a few years ago and went to Hollywood to make her home. She decided to make but one picture a year, which rule she has adhered to the past four years.

Her more important pictures include "The Great Jasper," and "Thirteen Women."

Ask Town To Designate Country's Modern Hero

This stunt will attract editors, newspaper men, teachers, and students—as strong a group as you could wish. It is topical, educational, interesting, and effective publicity. Should you preferably with newspaper cooperation, but your sheet is sponsoring another contest, this can be handled very nicely as a school essay contest with announcements coming from teachers. Here's a sample newspaper story:

(Publicity Story)

Yesterday's Modern Heroes Subject Of Prize Contest

Valuable Awards Will Be Given For Best Essays On People In The News

THERE are many modern heroes—their pictures and names are published in the daily papers. Then, too often, they are forgotten as another hero for a day appears.

Can you name a modern hero, and tell why he, or she, has that honor? Readers of the _____ (name newspaper) know them, for they have been, in many cases, "first page news." Valuable prizes await those who send "news" memories.

Recently a man died in China, _____ He was penniless and a fugitive from justice. _____ years ago he was one of _____'s greatest oil operators. _____ simply another buccaneer _____ or the victim of a _____ depression as he claimed? _____ C. C. Julian, former _____ of the Julian Petroleum _____.

_____ is Bert Acosta, who flew _____ North Pole and across the _____ with Byrd—a real mod- _____.

_____ are of course, Byrd him- _____ Lindbergh, Clarence _____, Eddie Ricken- _____ the heroes among the _____.

_____ are "President Roose- _____ Premier Mussolini, Prof. _____ Einstein, Mme. Curie, Dr. _____ A. Michelson, Jack Demp- _____ countless others.

_____ to determine who of _____ today's and today's heroes _____ numbered, the _____.

(from first page)

_____ is unpleasant, and yet _____ many grievances. Which _____ are young women can _____ this role, which also re- _____ the ability to age?

_____ English woman who is _____ to play with the success- _____ man, who is amused _____ by his bizarre _____, but who wants noth- _____ to do with failures. Whom _____ you cast in this part?

_____ the faces in the photos _____ the expressions. Ex- _____ how would you assign the _____.

_____ clip the picture from _____ newspaper and write across _____ character you would assign _____, if you were a casting _____.

_____ five selections to the _____ Contest Editor of the _____ (newspaper) before _____ when the picture _____.

_____ Write a brief letter ex- _____ WHY you have made _____.

_____ five tickets for the _____ theatre will be presented _____ may contestants as the _____ believe deserve them.

(newspaper) will present two tickets to the theatre, where the Warner Bros. feature picture "A Modern Hero," starring Richard Barthelmess, will open on _____ to the five pupils in any school submitting the best essay on "My Modern Hero" and an additional pair of tickets to the five writers, not in school, who submit the best essays on the same subject.

Each day for five days the _____ (paper) will print the picture of a modern hero. You may write about that one if you wish. Or you may select a hero or heroine unknown to fame outside of this community.

Send your essay to the Modern Hero Editor of the _____ The contest closes _____ in order that the judges may have the prizes ready in time for the opening of "A Modern Hero" at the _____ theatre.

Note: Paper's morgue will furnish photos for your purpose.

For English Profs

James F. Bender of City College of New York recently stated that, "in their attempt to speak elegant English, most Hollywood stars lisp, or in the mistaken belief that they are achieving an Oxford accent, indulge in Cockney tone patterns and intonations.

"One of the few actresses who speaks correctly," says Professor Bender, "is Jean Muir."

What have your local English and elocution teachers to say about this? Is the New York authority right or wrong? Is Jean Muir good or bad? Thar's stories in them thar men!

From 6-Sheet



Cut out main illustration and mount on background as shown. Surround by stills, copy and raised lettering of title and cast. For lobby or window set-piece.

Local Heroes

The N. Y. Daily News each week honors 'a hero.' Awards, publicity, and lots of public interest is generated by this feature. Sell the idea to your sheet, calling it "A Modern Hero" Award. It may go to a policeman, fireman, or civilian whose valor has received attention.

Winner may be picked by the editorial staff, or by popular vote after surveillance of the week's news. Make the award from the stage of your theatre, with speeches by the Mayor and other officials.

Autographed Star Photos



A good throwaway or souvenir for all entrants in your contests. Photos are 7 x 9 and varnished for framing. Prices are especially reduced.

1M to 5M—\$5.00 per M
6M to 10M—\$4.50 per M
10M and up—\$4.00 per M

Order directly from:

Gordon-Greene Ptg. Corp.
52 East 19th St. N. Y. C.

Lettering Contest

A lettering contest in local art schools and classes should be productive of material for your front. Announce that for 'A Modern Hero,' you want a new type of lettering—modernistic, but conservative enough to be effective. Cash prizes will provide sufficient inducement.

You can open the contest to the public by awarding prizes for ideas roughly sketched, or completely executed.

It's A Big Book — — And A Big Tie-Up!

Grosset and Dunlap have published a special movie edition of Louis Bromfield's best-seller. New edition retails at 75 cents. It is wrapped in a special two-color jacket showing a still of Barthelmess and Jean Muir.

Also available: 14 x 18 window cards in two colors, with a still from the picture, and a big copy plug. Book stores can obtain these free of charge. Contact your dealer and have him write to Grosset and Dunlap, 1140 Broadway, New York City.

Special Angles

1. Arrange for Public Library display of 'Modern Hero' book-jackets and display posters.

2. Same displays can be arranged with circulating libraries, with addition of stills for window. Libraries know the value of tying up with your films.

3. Department stores and book shops will use full line of accessories, including window cards, jackets, heralds, inserts, and newspaper space.

4. Offer prizes for best review of 'A Modern Hero' written by a high school student.

5. Make up novelty book-marks, plugging your film on one side, reverse taken by circulating library for other Bromfield books. Expense of printing may be shared.



1800 Stores In Fan Magazine Tie-Up

The June issue of *Modern Screen Magazine*, on sale May 1, features a story titled "She Knew What She Wanted." This article tells of the screen career of Jean Muir, emphasizing her growing popularity and short cut to stardom.

THIS MEANS TO YOU: that 1800 chain stores of the Kresge, Kress, W. T. Grant, McCrory, McLellan, Murphy, and Grand-Silver lines will cooperate with you on displays for a "A Modern Hero."

Window and counter displays, lobby and store window exchange cards, and other practical ideas may be worked out. Managers of all stores have been advised to cooperate on plans of mutual benefit. For additional information not available locally, write: Miss Pearl Honig, Dell Publications, 149 Madison Avenue, N. Y. C.

Marquee Display From 24-Sheet



24-Sheet cut out and mounted as shown makes this easy marquee piece. Spots in front give a good night flash.

SHOWMAN'S CORNER

COHEN GOES FOR TWO Wolfe Cohen, COLOR NEWSPAPER ADS pilot of Winnipeg's Garrick Theatre, startled his staid patrons recently by bordering all his newspaper ads in brilliant red ink. Title in bold red swash letters also was conspicuous in a big way. It cost him something extra to put it over, but Wolfe had an attraction he wanted to spread on—and he went to town that way!

—Use Vitaphone Trailers—

OTTS GETS ATTENTION Guessing is WITH GUESSING CONTEST now a regular habit down in Rayse City, Texas. It's all because C. J. Otts, manager of the Palace Theatre, conducts a contest a week. He dolls up a vacant store window with advance plugs and uses the window to conduct a different contest every week. The number of pins in a tray, beans in a jar, or pecans in a basket is the poser. Pencils, blanks and a box for ballots are provided. Passes go to those coming closest. C. J. reports that there's a crowd around the window all the time.

—"20 Million Sweetheart" Is Coming—

CHARLIE CURRAN'S Charlie Curran TELEPHONE STUNT worked a great gag when he played "I've Got Your Number" at the Fisher Theatre in Detroit. He had the phone company install a six-trunk line in his lobby. He installed a nifty blonde to handle all calls. Ads all week on the front pages of Detroit newspapers said "Call Cherry—1212 and see what happens." At least half the town called and were treated to a swell spiel on the picture. The story received paper breaks and lots of town talk.

—Let's Hear About Your Stunt—

FRED REETHS OF WIS. The town of She- USED OLD STANDBY boygan, Wis., looked as if it had been in a sandstorm when Fred Reeths pulled this old standby on them. Fred handed out pay envelopes filled with sand, with explanatory copy. A few grains of the "Good Luck Sand" on the palm of the hand, then a look into a mirror, throwing the sand into the air and wishing for two nights before seeing (picture)—and your wish would come true. He doesn't know if their wishes came true, but they did come to see the picture.

—Take Advantage Of Mother's Day—

DETROIT TOOK NOTICE A stunt with AS SCOUTS PARADED proven value is pulled by Merrill F. Hanna every year. He runs an annual Boy Scout parade and theatre party at the Hollywood, Detroit, tying in all Scout troops in the city. This year's parade was more than a mile long and included five bands. Merrill also obtained cooperation from the local Greyhound Lines for buses to carry the musicians to and from theatre. Parade ended at the theatre with a band concert, speeches and all that goes with it.

—Use the Warner Trailer—

HOUSE STAFF MADE Eddie Eckles, praise- EXPLOITATION MEN agent for the Hill-street Theatre in Los Angeles decided to utilize the house staff for something else beside ushering, etc. Playing a big picture recently he appointed every attache an exploitation man, giving prizes for the best campaign suggestions. Those ushers started to step, handing in 400 exploitation ideas, many of which were used. Eddie also used them to help tie-ups and the peppy lads filled hundreds of store windows with novelty displays. The winning campaign received \$10, second was awarded \$7.50 and third \$5.00. Eddie says that it cost a couple of bucks but he got it back at the box-office.

Letters to Readers

An adaptation of best-selling "A Modern Hero" lends itself to exploitation with book-lovers. Make sure your contacts include a personal letter to persons listed in libraries, public and circulating:

Dear Friend:

You will be glad to know that a film version of Louis Bromfield's "A Modern Hero" will be shown at the Strand for one week beginning Friday. This novel, which you enjoyed last year, has lost none of its realism, life, and spirit in being transferred to the screen.

Richard Barthelmess plays the starring role, supported by a cast including Jean Muir, Marjorie Rambeau, and many others. The poignant love story revealed in the course of the picture is one which you will remember a long time.

Warner Bros. have faithfully followed this great story in making their film. I feel confident that I may recommend this picture to you without reservation. Come to the Strand Friday and see why it is being hailed everywhere as a new screen achievement.

Sincerely yours,

..... Manager

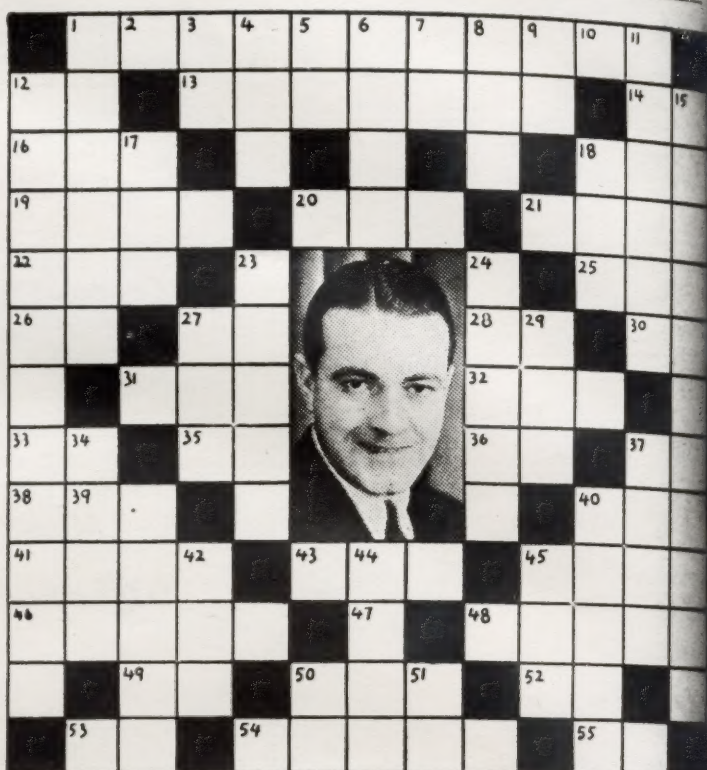
Star-Hunt Puzzle

Following syllables when properly put together form the last names of the twelve players appearing in "A MODERN HERO." Offer guest tickets to the first ten persons to send correct names of the cast to the theatre.

BAR, BUR, BEAU, RIDGE, GESS, RAM, ELD, THEL, NEY, TON, MESS, DALE, GAN, RI, AUGH, TEAS, NER, TUR, HOHL, JAN, CAV, MUIR, AN, KER, NEW.

For Exhibitor: The correct names are: Barthelmess, Muir, Burgess, Rambeau, Eldridge, Newton, Janney, Teasdale, Turner, Kerrigan, Cavanaugh, Hohl.

For The Crossword Puzzlers



ACROSS

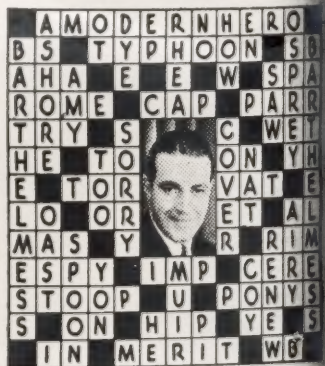
1. Three-word title of film.
12. Bachelor of Science.
13. Wind of China Sea.
14. Stolen Base.
16. Gloating exclamation.
18. Wateringplace.
19. The Eternal City.
20. Head covering.
21. Young salmon.
22. Make an effort.
23. Wormlike letter.
24. Third letter.
25. Drenched.
26. That man.
27. Toward.
28. Atop.
30. Your Highness.
31. Jutting rock.
32. Large liquid vessel.
33. Behold.
35. Either.
36. Latin and.
37. Red dye of India.
38. Master of Applied Science.
40. Edge.
41. To spy suddenly.
43. Small devil.
45. To cover with wax.
46. To bend low.
47. Horse-shoe shape.
48. Belonging to a pony.
49. Not of.
50. Upper leg joint.
52. Old form of you.
53. Not out.
54. To deserve.
55. Initials of prominent film producers.

DOWN

1. On shore.
2. One thousand.
3. Old Testament.
4. Coloring matter.
5. Epistle abbrev.
6. Ostrich.
7. Negative.

8. In what way?
9. Half an em.
10. Eighteenth letter.
11. Bird of prey.
12. Male star's last name.
13. The same as 12.
17. Girl's name.
18. Beheld.
21. Sixteenth letter.
23. Regretful.
24. Lid.
27. Also.
29. Nathan abbrev.
31. Twentieth letter.
34. Kind of oven.
35. Windblown.
39. Ladle.
40. Refresh.
42. Yonder, poetic.
44. Last name of woman star.
45. Demure.
49. Upon.
50. That boy.
51. Mixed type.

PUZZLE AND SOLUTION
ORDER MAT No. 4—30c



To Horse!

As a circus rider Barthelmess performs a number of difficult riding stunts. These should provide a draw in riding academies and stables. Plant heralds and window cards in these spots. The 'cavalry' will turn out to learn some new tricks.

Posters Make Complete Front



Mount 24-sheet lettering on 18-inch cut-out blocks for smash display of title and stars. Throw some glitter on this for dazzling effect. Use three sheet cut-out as illustrated for box office piece including in this short program. Figures on side panels taken from 24-sheet. Add to this still display and ad copy. Figures on overhead piece also from large poster.

Colortone



4 x 5 Colored positive only \$2.00
—Set (pos. and neg.) 3.00
3 1/4 x 4 Colored positive only 1.50
—Set (pos. and neg.) 2.25
Order by Number N-798
NATIONAL STUDIOS, Inc.
226 West 56th Street, New York

2-Way Suggestion

"A Modern Hero" dramatizes the growth of the automobile industry, from the early steamers to the present streamlined models. Sponsor a contest to find the oldest automobiles in the city. A parade with a well-bannered car in the lead, will do your street ballyhoo work.

HE BRANDED THE LIVES OF THREE WOMEN!



with
**JEAN
MUIR**
beloved Jen of "As
The Earth Turns"



**RICHARD
BARTHELMESS**

• Into their world he swept like a searing flame—scourging their love—breaking their hearts—until Fate made him a pauper to make him a Man!



in "A MODERN HERO"

Louis Bromfield's sensational best seller gorgeously screened by Warner Bros. with VEREE TEASDALE, FLORENCE ELDRIDGE, DOROTHY BURGESS, MARJORIE RAMBEAU

264 Lines Mat No. 5—30c.

SHE GAVE HIM ONE
SHINING HOUR OF LOVE
then married another man!

• Again the golden
beauty of Jean Muir
illuminates the screen in
a role greater than her
beloved Jen in "As the
Earth Turns"



VEREE TEASDALE —
She gave him glamour!



DOROTHY BURGESS —
She gave him gold!



MARJORIE RAMBEAU —
She gave him devotion!

BARTHELMESS in **A MODERN HERO**

with
JEAN MUIR

A Warner Bros. Picture based
on Louis Bromfield's sen-
sational best seller.

T H E A T R E

154 Lines Mat No. 6—20c

5 WOMEN TRIED TO TEACH HIM LOVE!

BARTHELMESS

in **"A MODERN HERO"**

with
JEAN MUIR

T H E A T R E



56 Lines Mat No. 23—20c

**His Love Was A Blazing Scourge
That Seared the Souls of Women!**



BARTHELMESS

in **"A MODERN HERO"**

with
JEAN MUIR

56 Lines Mat No. 22—20c

SHE GAVE HIM ONE SHINING HOUR OF LOVE then married another man!

• Again the golden beauty of Jean Muir—1934's blazing star sensation—illuminates the screen! See her as the courageous Johanna in a role that commands all the power and charm that made her beloved Jen unforgettable in "As The Earth Turns".



VERREE TEASDALE — —
She gave him glamour!



DOROTHY BURGESS — —
She gave him gold!



MARJORIE RAMBEAU — —
She gave him devotion!

RICHARD **BARTHELMESS** in **A MODERN HERO** with **JEAN MUIR**

T H E A T R E

A Warner Bros. Picture based on
Louis Bromfield's sensa-
tional best seller.

354 Lines Mat No. 8—30c

5 WOMEN TRIED TO TEACH HIM LOVE!..



RICHARD **BARTHELMESS** in **A MODERN HERO** with **JEAN MUIR**

A Warner Bros. Picture
based on Louis Brom-
field's sensational
best seller.

The drama of an
untamed genius
whose love was
a lash that scourg-
ed the hearts of
women!

VERREE TEASDALE
FLORENCE ELDRIDGE
MARJORIE RAMBEAU
DOROTHY BURGESS
as the other women
in his life! . . .

106 Lines Mat No. 9—20c

SHE GAVE HIM ONE SHINING HOUR OF LOVE



A Warner
Bros.
Picture

RICHARD **BARTHELMESS** in **A MODERN HERO** with **JEAN MUIR**

51 Lines Mat No. 21—10c

His Love Was A Blazing Scourge
That Seared the Souls of Women!

RICHARD
BARTHELMLESS
"A MODERN HERO"
with JEAN MUIR

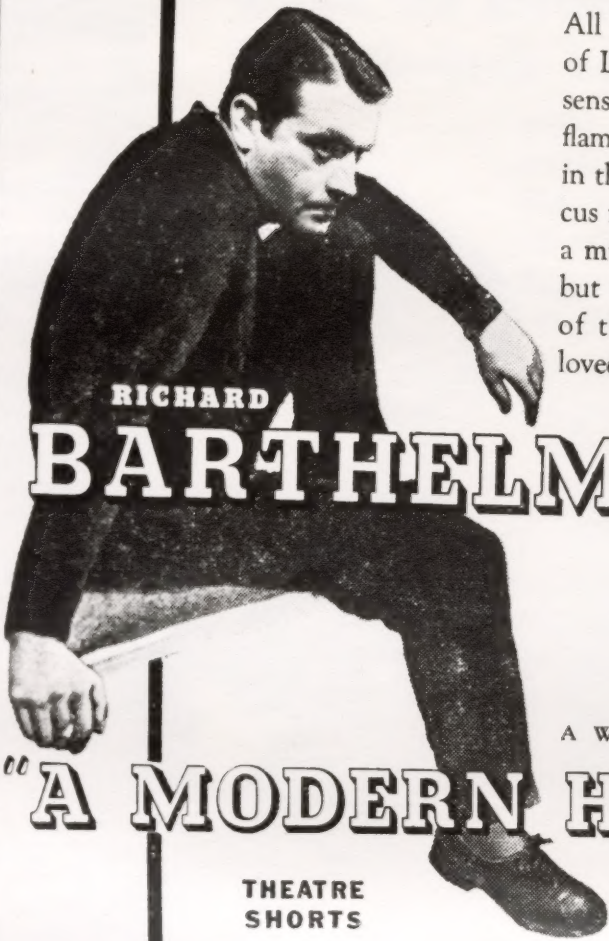
14 Lines Mat No. 25—10c

HE Branded The
Lives of Three Women

RICHARD
BARTHELMLESS
"A MODERN HERO"
with JEAN MUIR

14 Lines Mat No. 27—10c

**His Love Was A Blazing Scourge
That Seared the Souls of Women!**



All the clash and fire
of Louis Bromfield's
sensational best-seller
flames upon the screen
in the drama of a cir-
cus rider who became
a multi-millionaire—
but branded the lives
of the women who
loved him!

RICHARD
BARTHELMLESS

A Warner Bros. Triumph

"A MODERN HERO"

THEATRE
SHORTS



JEAN
MUIR
beloved Jen of "As
The Earth Turns"



VEREE
TEASDALE



DOROTHY
BURGESS



FLORENCE
ELDRIDGE



MARJORIE
RAMBEAU

261 Lines Mat No. 20—30c

**The Clash and Fire
Of A Great Novel
Electrifies the Screen!**



Whipped from Louis
Bromfield's great
novel of the strange
genius who branded
the lives of the five
women who loved
him!

RICHARD
BARTHELMLESS
in
A MODERN HERO
with
JEAN MUIR
A Warner Bros. Picture

THEATRE

136 Lines Mat No. 28—20c

THEATRE



HE Branded
**The Lives of
Three Women**
—when they tried
to teach him love!
All the clash and fire
of Louis Bromfield's
great novel electrifies
the screen!

A Warner Bros.
Picture

RICHARD
BARTHELMLESS
in
"A MODERN HERO"
with **JEAN MUIR**, beloved Jen of "As
The Earth Turns" **Veree Teasdale**, **Florence
Eldridge**, **Dorothy Burgess**, **Marjorie Rambeau**

188 Lines Mat No. 7—20c

5 WOMEN TRIED TO TEACH HIM LOVE!



RICHARD
BARTHELMLESS
in
"A MODERN HERO"
with
JEAN MUIR

beloved Jen of "As The Earth Turns"

A Warner Bros. Picture with
VEREE TEASDALE—FLORENCE
ELDRIDGE — MARJORIE
RAMBEAU—DOROTHY BURGESS
as the other women in his life!

In blazing drama whipped from the pages of Louis Bromfield's best seller, Warner Bros. bring you the story of an untamed genius whose love was a lash that scourged the hearts of women!



**They Each Had
One Thing He
Wanted! Inno-
cence! Desire!
Gold! Glamour!
Devotion! . . .**

T H E A T R E

309 Lines Mat No. 10—40c

When Love is Young in Springtime—**ANYTHING CAN HAPPEN!** And it **DOES** in this flaming dramatization of Louis Bromfield's best Seller!



RICHARD
BARTHELMLESS
in
"A MODERN HERO"
with
JEAN MUIR

T H E A T R E

63 Lines Mat No. 24—10c



HE

made his love a lash that scourged the hearts of women!

RICHARD
BARTHELMLESS
in
A MODERN HERO
with
JEAN MUIR
A Warner Bros. Picture

93 Lines Mat No. 26—10c

Catchlines

His Love Was a Blazing Scourge That Seared the Souls of Women!

* * *

The Clash and Fire of a Great Novel Electrifies the Screen!

* * *

He Branded the Lives of Three Women!

* * *

She Gave Him One Shining Hour of Love—Then Married Another Man!

* * *

Five Women Tried to Teach Him to Love!

* * *

When Love is Young in Springtime—Anything Can Happen!

* * *

Again the Golden Beauty of Jean Muir Illumines the Screen!

* * *

Blazing Drama Whipped From the Pages of Louis Bromfield's Best Seller!

Lead-Off Story

Barthelmess Given Greatest Role In 'A Modern Hero'

Playing a magnificent role, gripping and dynamic which he has appeared in a soul stirring story the pen of the famous author, Louis Bromfield, and surrounded by an equalled cast, Barthelmess will appear in the Warner Bros. production "A Modern Hero" in the theatre on

will be seen the Barthelmess who swept like a meteor across the sky a few years ago, and the hundreds of thousands of Bromfield readers who made "A Modern Hero" a popular overnight, will at last see their desire to see that powerful characterization brought to life with all force and color on the

leading ladies are required for the five important roles.

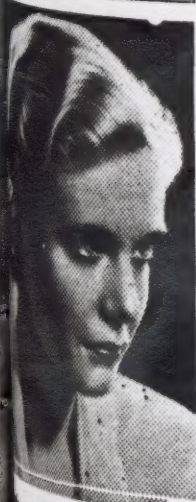
Jean Muir, now a star in her own right, again plays the role of a demure little countess. There is Marjorie Rambeau, whose comparatively recent career has been a series of marked successes in film roles; Florence Eldridge, Dorothy Burgess and Verree Teasdale, each of whom is a lady in her own right. Principal male parts are played by Theodore Newton, Cavanaugh, William Janney, M. Kerrigan, Arthur M. Hohl, Mickey Rentschler and Tucker.

Bromfield's story is a pen picture of the conflicting moods of a youth whose father was one of the financial magnates of Europe, and whose mother was a popular circus rider whose career as a leopard tamer ended when one of the animals chewed off her arm. A circus rider in his father's tent show, the young man grows up with discontent and rebellion. He is a promiscuous playboy who doesn't hesitate to use his father's money for his own amusement, and he rises to great heights in the financial world, only to crash.

the ruthlessness of his father, he has many fine qualities of which manifests himself in his love for his illegitimate son. The story reaches its emotional crises and has a gripping climax.

The picture was directed by G. W. Pabst, the famous German producer, who was barred from Germany for the production of "The Blue Bird." This is his first American picture.

Jean Muir



Young heroine of "A Modern Hero," starring Richard Barthelmess and coming to the Strand.
Mat No. 12-10c

On The Cast

5 Leading Ladies With Barthelmess In "Modern Hero"

Five leading ladies are required by Richard Barthelmess for "A Modern Hero," his latest Warner Bros. picture which comes to the Theatre on

Jean Muir, who many believe will be the Maude Adams of the screen, has the role of the small town sweetheart of Barthelmess in the early sequences of the story.

Marjorie Rambeau plays the part of his mother, a former leopard tamer, and later a fortune teller.

Florence Eldridge, wife of Fredric March, is his light of love who helps him get away from the circus and started on a business career.

Dorothy Burgess is the daughter of the wealthy man who becomes the partner of Barthelmess in the automobile industry, the one girl among his many loves whom he marries.

Verree Teasdale is his companion of later years when married life begins to pall.

The picture is based on the popular novel by Louis Bromfield which gives a vivid and colorful characterization of a man who is torn by conflicting traits inherited from a financial genius and a popular and beautiful woman of the circus. The one drives him into ruthless battles in high finance and the other into just as ruthless love affairs.

Production Story

Circus Staged For 'A Modern Hero' in Barnes Tent Show

There's the scent of tanbark and jungle beasts and the tang of pink lemonade in Richard Barthelmess' latest Warner Bros. picture, "A Modern Hero," which comes to the Theatre on, for there's a show within the production.

All members of the company who take part in the circus sequences were moved on location near El Monte, California, where the A. G. Barnes famous tent show was sequestered for the winter. Here the main tent was put up with the various side shows around it, the menageries with their lions, tigers and other wild beasts in cages, and elephants dragging at their chains. The freaks were there, the shell game tricksters and the ballyhoo artists, with all the accompanying noise and bustle and confusion that characterizes a circus.

Here the big show was put on with Barthelmess riding a big white horse and doing stunts in the central ring, with the Barnes circus trapeze artists doing their work as extras and Mable Starke, the most famous lion tamer in the world, giving her death defying act in the cage for wild beasts. Nor were the clowns nor the peanut and soda pop vendors missing.

Later the picture background moves on from the romantic circus setting to the battle arena of high finance, none the less glamorous, where the humble circus rider fights his way to power only to be crushed eventually.

In the cast with Barthelmess are Jean Muir, Verree Teasdale and Dorothy Burgess, all his inamoratas in turn, for he is a man of many loves. Others include Marjorie Rambeau, Hobart Cavanaugh, William Janney, Theodore Newton and Arthur M. Hohl. G. W. Pabst, the famous German producer, directed.

Star Of Strand Hit



We know you'll all recognize the handsome gentleman above as Richard Barthelmess, but this is to advise you that he is now starring in "A Modern Hero" at the Strand. This Warner Bros. dramatic hit was taken from the best seller by Louis Bromfield and has been transformed into an intensely interesting film. The great cast includes Jean Muir, Marjorie Rambeau, Verree Teasdale, Dorothy Burgess, Florence Eldridge and William Janney.

Mat No. 14-20c

Production Story

'A Modern Hero' by Louis Bromfield Is Best Selling Novel

"A Modern Hero," Richard Barthelmess' latest starring vehicle for Warner Bros., which comes to the Theatre on, was one of the best selling novels of the past year. It was written by the famous novelist, Louis Bromfield, many of whose books have been dramatized for the stage or screen.

In this story he has penned a colorful characterization of a youth of conflicting traits traceable to his financial genius father, and his mother, a popular circus idol. A circus rider with his mother's tent show, he works discontentedly at his job until opportunity opens for him to enter business for which he has his father's ability, and becomes a captain of industry.

From his father he inherits a ruthlessness which is indicative of both his business and his many love affairs, although tempered by a certain kindness he gets from his mother.

Bromfield's first novel, "The Green Bay Tree," was published in 1924 since when he has written many volumes including "Early Autumn," which was awarded the Pulitzer prize as the best novel of the year, "Possession," "A Good Woman," "The House of Women," a play, "The Strange Case of Miss Annie Spragg," "Awake and Rehearse," "Twenty Four Hours" and "Night After Night," the latter two having been adapted to pictures.

"A Modern Hero" was adapted to the screen by Gene Markey and Kathryn Seola and directed by G. W. Pabst, the famous UFA director.

Production Story

Film Shows Vivid Contrast in Styles Of Past 30 Years

Chicago in the flord days just beyond the turn of the century provides part of the interesting background pattern for the early sequences of "A Modern Hero," the Warner Bros. picture starring Richard Barthelmess now showing at the Theatre.

A number of relics of the "good old days," two-horse hacks, and other horse-drawn vehicles supplying a reminiscent touch that Dad and Mother will recall with regretful sighs.

Costuming of the period also is strictly followed, the women's dresses being conspicuous for their leg-o'-mutton sleeves, tight waists and long street-sweeping skirts. For "gents" the four-button sack coat, with high lapels, peg-top trousers and heads crowned with derbies are de rigueur. These stand out in strange contrast to the modern costumes seen in the latter part of the picture.

The story of "A Modern Hero," adapted from Louis Bromfield's best seller, carries the principal character, from approximately 1902 up to the present time, tracing his spectacular rise from a circus rider to a modern captain of industry, a man brilliant, magnetic, who is as ruthless in love as in high finance.

Jean Muir, Verree Teasdale, Marjorie Rambeau, Florence Eldridge, Dorothy Burgess and others are prominent in support of Barthelmess. G. W. Pabst, famous German director, makes his American debut with this production. The screen play is by Gene Markey and Kathryn Seola.

On The Cast

Florence Eldridge Will Make But One Picture in a Year

Florence Eldridge, who has one of the leading feminine roles opposite Richard Barthelmess in the Warner Bros. picture, "A Modern Hero," now at the Theatre on

Theatre is a one-a-year picture woman, refusing steadfastly to make more, and "A Modern Hero" is her one contribution for the present season.

Years ago, when she married Fredric March, she was headed for stardom on Broadway, having played important roles in such stage productions as "Cat and Canary," "Cheaper To Marry," "The Great Gatsby," and "Ambush." Going to Hollywood she tried her hand at a few pictures but found that it interfered with her domestic life.

Not wishing to give up acting altogether, she decided to make just one picture a year and has adhered strictly to schedule, last season having made "The Great Jasper." The season before "Thirteen Women," and before that "The Matrimonial Bed."

In "A Modern Hero" she has the role of one of Barthelmess' many inamoratas. The other women with whom he has affairs include Jean Muir, Verree Teasdale and Dorothy Burgess. Marjorie Rambeau has the role of Barthelmess' mother, a popular circus beauty whose son is the result of a romance with a financial giant of the times.

The picture is based on the novel by Louis Bromfield which gives a vivid and colorful characterization of a man torn by conflicting traits of inheritance. It was directed by G. W. Pabst, famous German producer, from the screen play by Gene Markey and Kathryn Seola.

Star Story

Barthelmess Takes Off 15 Pounds To Play Slim Athlete

With a screen star it is not so much a question whether he "can take it" as whether "he can take it off."

After a succession of roles in which he was of indeterminate age, Richard Barthelmess found himself considerably overweight when he was cast for the title role in Warner Bros. picture, "A Modern Hero," "now showing at the Theatre on"

In the early sequences of the picture, Barthelmess has the role of a youth of twenty, a slim and athletic circus rider. He examined his figure in a mirror shortly before starting the picture, then hurried to Palm Springs. A course of sun baths, tennis, swimming, golf and horseback riding reduced his poundage by fifteen within two weeks, and he returned lithe, slender and agile, and actually looking as young as he is supposed to.

The picture, based on the novel by Louis Bromfield, is the colorful story of a circus rider who climbs to financial fame and who is as ruthless in business as he is in love. There is a strong cast supporting Barthelmess which includes Jean Muir, Marjorie Rambeau, Verree Teasdale, Dorothy Burgess and Hobart Cavanaugh. G. W. Pabst, famous German director, directed the picture, his first American production.

Review

Barthelmess Scores His Greatest Hit In "A Modern Hero"

There are a dozen dramas, a score of love stories, and a bevy of bizarre psychological studies included in the powerful screen play based on Louis Bromfield's masterly novel "A Modern Hero" in which Warner Bros. presented the famous screen star, Richard Barthelmess, at the Theatre yesterday.

Not in years has this capable actor been given so dynamic a role and one which gives him so great an opportunity for displaying his unusual talent.

Surrounded by an exceptionally fine cast, including such stars as Jean Muir, Marjorie Rambeau, Dorothy Burgess, Verree Teas-



RICHARD BARTHELMESS
star of
"A MODERN HERO"
at the Strand.

Mat No. 1.
—10c

dale and Florence Eldridge, Barthelmess gives a masterly delineation of the love child of a financier father and a circus queen mother, torn by the conflicting motivations born of such widely different inherent characteristics.

From the father came a genius for finance, a ruthlessness in furthering ambition, a master mind—from the mother came a taste for romance and adventure, the kindly instincts of the tan-bark, a love of the spectacular.

Barthelmess lives and loves, drifting lightly and callously out of one affair into another, finally marrying a girl who could be won in no other way, hates her, deceives her, and finally deserts her. He exploits his sweethearts, but his real love was the boy born of his seduction of a winsome country girl, played by Jean Muir, who shows the dramatic qualities that have led her to stardom in record breaking time.

Marjorie Rambeau gives a magnificent portrayal of the circus mother, whom life cannot conquer, despite the buffetings of fate which lead her from the position of the idol of admiring throngs to a gypsy fortune teller's tent.

Miss Rambeau, for years a popular Broadway star rises to real heights in this picture.

Dorothy Burgess playing the unsympathetic role of the circus rider-financier's wife gives a splendid interpretation, as do Verree Teasdale and Florence Eldridge, both talented troupers of stage and screen, who enact later day loves of the hero.

Others in the cast, who deserve commendation for splendid work are William Janney, Theodore Newton, J. M. Kerrigan, Arthur Hohl, Maidel Turner, Mickey Rentschler, Richard Tucker and Judith Vosselli.

G. W. Pabst, the famous UFA producer, exiled from Germany because the Nazi government did not approve of his interjecting a peace plea in one of his feature films and who has been producing in France for two years, makes his American debut as a director with "A Modern Hero" which he screened from the script of Gene Markey and Kathryn Seola.

Opening-Day

Barthelmess Comes To Today In "A Modern Hero"

Richard Barthelmess comes to the Theatre today in the stellar role of the Warner Bros. picture, "A Modern Hero," which is said to combine glamorous romance with a powerful drama and dynamic action.

The romance unfolds with a traveling circus in which Barthelmess has the role of a handsome and magnetic trick rider who has a way with women. His innumerable love affairs are brought down to four specific instances in the picture, the women being represented by Jean Muir, Verree Teasdale, Florence Eldridge and Dorothy Burgess. Careless in love, he tosses each aside to make way for a new passion.

From his father, the circus rider inherits a passion for power and fame which leads him into the battlefield of high finance where he becomes an industrial giant, being as ruthless in his business methods as he is in love.

The picture is based on the best seller of the famous author, Louis Bromfield, who paints the colorful character of a youth torn by clashing inherited traits that are at constant war in his heart. This affords the opportunity for powerful dramatic work on the part of the star.

Marjorie Rambeau plays the part of Barthelmess' mother, a popular circus queen of former days whose affair with an international banker scandalized the continent. Others in the cast include Hobart Cavanaugh, William Janney, Theodore Newton, Arthur Hohl and J. M. Kerrigan.

The picture was directed by G. W. Pabst, famous UFA producer, from the screen play by Gene Markey and Kathryn Seola, this marking Pabst's initial American production.

"Isn't She A Honey?"



She's going a long way, this gal is! It's Jean Muir, who's slated to rise to the heights of stardom because of her excellent work for Warner Bros. She is now appearing at the Strand Theatre as the young love of Richard Barthelmess in "A Modern Hero," which was taken from the best-selling novel by Louis Bromfield.

Mat No. 11—20c

Says Gibson Girl Was Pretty But Awkward

Florence Eldridge, who has the role of one of Richard Barthelmess' many sweethearts in the Warner Bros. picture, "A Modern Hero," which comes to the Theatre on, got quite a kick out of wearing her hair in a high pompadour with a "rat" under it in the early sequences of the picture.

"I can just remember the style as a child," she said. "I shouldn't like it as a daily custom. The Gibson girl may look swell, but she had to be uncomfortable, for along with the hair dress, I had to wear pads over the hips and a corset to slender the waist line."

"A Modern Hero," is based on Louis Bromfield's popular novel of the same title and concerns the romantic rise of a young circus rider to fame in the field of finance.

Delicate Tint Latest Fad For Finger Nails

Dorothy Burgess, who has the role of Richard Barthelmess' wife in his latest starring vehicle for Warner Bros., "A Modern Hero," which comes to the Theatre on, started a new fad on the set. She appeared one morning with her finger nails tinted a delicate mother of pearl instead of the usual brilliant red. Other feminine players liked the coloring so well they all used it the next day.

Dick Wears Lucky Suit In New Film

If there's anything in luck, "A Modern Hero," the Warner Bros. picture now showing at the Theatre, should be a record breaker, in the opinion of Richard Barthelmess. That's because he wore his lucky black suit. Barthelmess first wore it in "Way Down East," which was one of the biggest money makers on record. He wore it again in certain sequences of "Alias the Doctor," also an outstanding success. In his role of a circus rider in "A Modern Hero," he again wears it as a "dress up" suit.

FREAK FACTS . . . ABOUT FILM FAVORITES



These stars are appearing at the Strand Theatre in Warner's "A Modern Hero."

Mat No. 19—20c

Barthelmess Thinks New Role His Finest

Richard Barthelmess is highly enthusiastic over his latest starring role in "A Modern Hero," the Warner Bros. picture which comes to the Theatre on

"It's the best story I've had in four years," he said, "and I believe it is one of my best pictures."

"Modern Hero" Gives Betty Boyd A Chance

Betty Boyd, once a bright luminary of the screen heavens in her own right until she married and retired, is essaying a come back in films.

"I know it's a lot harder to come back than it is to stay up once you're there," she says, "but I'm determined, and I'm going to make the effort."

Miss Boyd is beginning her uphill climb in a small role in "A Modern Hero," the Warner Bros. picture now showing at the Theatre with Richard Barthelmess in the stellar role.

Leaps From Frying Pan Into Ice Box

Out of the frying pan into the icebox is the experience of J. M. Kerrigan, playing with Richard Barthelmess in the Warner Bros. picture, "A Modern Hero," which comes to the Theatre on

Kerrigan rushed from work on location on the desert near Yuma, to play in "A Modern Hero" on the coldest day of the year in Hollywood. There was snow on the tops of the nearby mountains and hailstones fell in some parts of the city.

"And just to think," moaned Kerrigan, "a few hours ago I was complaining about the heat. In the desert we worked in a temperature of 125 degrees. Six men were overcome, and a mule fell over dead as a result of the scorching rays of the sun."

Louis Bromfield Won French War Cross

Louis Bromfield, the famous author who wrote "A Modern Hero," Richard Barthelmess' latest starring picture for Warner Bros., which is now showing at the Theatre, won his degree from Columbia University by the absent treatment.

Bromfield had nearly completed his course when the war broke out. He entered the American Ambulance Service, and was attached to the French Army. Because of the merit of his work he was given the A.B. degree with his class despite the fact that he was not present to receive his diploma.

Gives Up Big Stage Role Just For Love

Verree Teasdale, who is one of Richard Barthelmess' many loves in "A Modern Hero," the Warner Bros. picture now showing at the Theatre, was offered the leading role in a London production of Zoe Akins' latest play, "The Human Element," immediately upon completing her current picture.



VERREE TEASDALE appearing in "A MODERN HERO" at the Strand.

Mat No. 3
—10c

This is the drama which Zoe has just fashioned from Somerset Maugham's story of the same title—and Verree thinks it's one of the grandest scripts she has ever read. However, she said,

"I can't do it. Any other year I'd have simply leaped at the chance. But I happen to be very much in love—and the gentleman involved has to stay in Hollywood."

Miss Akins and London had to find another actress. But Adolphe Menjou ought to feel flattered.

Barthelmess Insists On New Stories for Pictures

Of "A Modern Hero" Refuses To Re-Make His Big Screen Successes Of The Past

MICHAEL ANGELO never painted more than one masterpiece from the same subject.

Shakespeare never wrote more than one great play on the same theme.

No great author ever has written more than one work that ranks in literature, around the same characters.

So why should screen stars be expected to re-enact roles which the public once hailed them as great?

That sums up the ideas of Richard Barthelmess, Warner Bros. star, regarding the tendency to re-make pictures which have clicked in a decided way at the box office in the past.

So far as he is concerned, Barthelmess flatly refuses to repeat a performance in a picture even though it is such a role as "Tol'able David," which first brought him real fame, or his memorable part in "Broken Blossoms" which many persons still consider to have been his greatest bid for a permanent place in the screen annals.

"I think it is unfair to ask an actor to attempt to repeat a success in a role that he has done several years before," Barthelmess says. "So many things go into making a picture a success, that it is a terrific undertaking for anyone. I know I never could capture the mood of 'Tol'able David,' for instance, or 'Broken Blossoms.'"

"You can't duplicate the casts of former productions. People change—their personalities are different. The very thing that might have made a picture a great success, might have been the attitude of the player had when he entered the role."

Barthelmess prefers to grow with the screen, rather than return to former vehicles, and for this reason he was tremendously enthusiastic over "A Modern Hero," his latest picture which comes to the Theatre on

Louis Bromfield is one of my favorite authors, anyway," he says. "He puts real 'meat' into his stories. I consider the character of Pierre Radier, which he played for 'A Modern Hero' one of the greatest in modern fiction, and I am tickled to death that I had a chance to interpret it."

The picture is glowingly colorful and powerfully dramatic by contrast with a strange underlying menace. Jean Muir has the leading feminine role while others in the cast include Marjorie Rambeau, Verree Teasdale, Florence Eldridge, Dorothy Burgess, Hobart Cavanaugh, William Janney.

Young Love

Richard Barthelmess and Jean Muir as the young sweethearts in "A Modern Hero" at the Strand.

Mat No. 13—10c

Barthelmess Rides 2 Horses In New Film

Richard Barthelmess spent two weeks taking special riding lessons for his latest Warner Bros. picture, "A Modern Hero," which comes to the Theatre on

He is a circus rider in the early sequences of the picture and among other stunts he has to do, is ride Roman style—that is drive a team of horses about the ring at break-neck speed, with a foot on the back of each mount.

G. W. Pabst, recent arrival from Germany where he was one of the "head men" for UFA, directed the picture.

Lion Tamer Prefers Facing Wild Beasts To Audience

Woman Defying Death In "Modern Hero" Envies Marjorie Rambeau's Courage

COURAGE—there are as many definitions of the word as there are persons.

For instance: Mabel Starke, one of the most famous wild animal trainers in the world, who has made her living by defying death twice daily, 365 days a year, for more than twenty years, admires the courage of Marjorie Rambeau, an actress.

Miss Rambeau, who wouldn't touch a wild animal with a ten foot pole, thinks Miss Starke is the bravest woman in the world.

When they met at the winter quarters of the Al G. Barnes Circus, two miles east of El Monte during the production of "A Modern Hero," the Warner Bros. picture which comes to the Theatre on , their meeting speedily developed into a mutual admiration society.

Heroine of countless battles for life with the animals she loves and trains, her body scarred by the claws of tigers, lions and leopards, Miss Starke gazed with awe at the actress.

"You know, Miss Rambeau," she said, after the formalities of introduction were concluded, "I've always envied the courage of women like you—women who can walk out on a Broadway stage with absolute control of their nerves, and hold a vast audience in the spell of their personality. To me it is the ultimate in courage."

The actress gasped.

"I suppose your job doesn't require any nerve!" she remarked. "Going into a big cage filled with lions and tigers and putting them through their tricks like a bunch of trained dogs. Say, if I could get up enough nerve to even pet a baby lion, I'd be bragging about my bravery for months."

"But aren't you frightened when you go on the stage and face an audience?" Miss Starke wanted to know.

"Not in the least. Of course, I used to have stage fright when I was a youngster, but that's long since left me."

The lion tamer shook her head, admiringly.

"That's the only time I'm really scared," she said. "When I face an audience. Regarding the animals, I'm not frightened. I don't dare to be, or they would sense it and I wouldn't have a ghost of a chance."

"I was a registered nurse," Miss Starke continued. "I came to Los Angeles on a vacation one winter. A friend knew Al G. Barnes, and took me out to visit the winter headquarters of the circus. I admired the lions tremendously, and when someone half jokingly dared me to enter their cage, I took a whip, unlocked the steel door, and walked in. I wasn't afraid at all."

"Mr. Barnes was so impressed, that he offered me a job, and I took it. I joined the circus right then."

Miss Starke is in charge of all

Dick Barthelmess



He gives the most magnificent portrayal of his screen career in "A Modern Hero" now at the Strand.

Mat No. 15—10c

animal acts for Ringling's who own the Barnes circus as well as many others.

Miss Rambeau, in "A Modern Hero," plays the role of Mme. Azais, a former leopard tamer, who has lost an arm in a battle with one of the beasts. Mme. Azais, is the mother of Pierre, young circus rider, the starring role enacted by Richard Barthelmess.

Miss Starke is the animal tamer in the circus to which Miss Rambeau and Barthelmess both belong in the early sequences of the picture. She does some daring and thrilling stunts in putting the beasts through their tricks for this production.

Later in the picture Barthelmess becomes a modern captain of industry who crushes opposition with a cruel and ruthless hand. The picture, based on the best seller by Louis Bromfield, combines the glamour and romance of the circus with powerful and dramatic action in the financial battle arena.

Others in the cast include Jean Muir, Verree Teasdale, Florence Eldridge, Dorothy Burgess, Hobart Cavanaugh, William Janney and Theodore Newton. This is the first American picture to be directed by the famous German director, G. W. Pabst. It was adapted for the screen by Gene Markey and Kathryn Scola.

Romancing By Experts



Richard Barthelmess and Jean Muir in one of the tenderly portrayed love scenes from Warner's "A Modern Hero."

Mat No. 17—20c

Eyes of Hollywood Center On Career of Jean Muir

Quick Rise To Stardom Predicted For Charming Leading Lady In "A Modern Hero"

WILL Jean Muir be the fifth golden fleece discovered by an argus-eyed motion picture industry during 1933?

Around the Warner Bros. studio, where the yellow-haired, tall Miss Muir is a contract player, there are many well posted film persons who forecast that she soon will take rank with the four other golden fleeces—Mae West, Katharine Hepburn, Dick Powell and Ruby Keeler—who were presented to a welcoming public during the past twelvemonth.

Miss Muir, after appearing briefly in "The World Changes" with Paul Muni, was given the leading feminine role with Warren William in "Bedside" and the lead in "As The Earth Turns." And now she is appearing opposite Richard Barthelmess in "A Modern Hero," which comes to the Theatre on

Off hand, it seems like an injustice to compare a relatively unknown girl with such popular favorites as Miss West, Hepburn, Miss Keeler and Dick Powell, but there is an impressive array of facts to back up the prediction that she will prove to be one of the finds of the year.

Marked by Rare Beauty

Jean Muir has rare natural beauty,—she looks like Ann Harding in some of her photographs, and in others, she has some of the exotic charm of Greta Garbo. She is twenty-two years old, has hair like yellow corn surmounting a delicately sensitive face. Her eyes are serious and deep blue. Studio cameramen say that she has that quality, rare even in Hollywood—a perfect camera face.

Jean is five feet seven inches tall, and she weighs 125 pounds. She has the appearance and walk of the typically athletic modern American girl.

Hollywood has a plethora of beautiful lassies, some of whom probably likewise have "perfect camera faces," yet they never make the front covers of movie fan magazines because they lack those essential attributes of talent, intelligence and charm.

These qualities Jean Muir has in abundance, as her life story indicates.

She was imported to the movie colony by Warner Bros. from the New York stage, where she had acted in five plays—"The Truth

Game," "Peter Ibbetson," "Melo," "Life Begins" and "St. Wench." She also had understudied six characters in the Gotham stage production of "Dinner At Eight."

Miss Muir is a serious minded young woman who fought shy of coming to Hollywood. Her great beauty had brought her flattering offers from other studios, which she had declined in order to continue a stage career. The abrupt termination of "St. Wench" after a dull first week was the event which impelled her to accept Hollywood's beck.

Given Chance by Drinkwater

Naturally intellectual, Miss Muir was educated in Miss Dwight's School, Englewood, New Jersey, and other select finishing schools in the East. Although she had acted in school plays, she planned to teach French, and went to Paris with the purpose of getting her degree from the Conservatoire. Sudden illness in her family, however, called her back to America, causing her to abandon her plan.

Crossing on the same boat was John Drinkwater and his company of British actors, going to produce his play "Bird In Hand" on the New York stage. Miss Muir read a part to them, and they cast her for a road company of "Bird In Hand." That's how she became an actress.

In "A Modern Hero" Miss Muir has the role of a young country girl who is enticed into an affair with a handsome circus rider, but who has the will and the common sense not to let the one mistake ruin her life.

Others in the cast include Marjorie Rambeau, Verree Teasdale, Florence Eldridge, Dorothy Burgess, Hobart Cavanaugh and William Janney. The screen play is by Gene Markey and Kathryn Scola.

outdoor billing



24 SHEET

DESCRIPTION: Center panel is in full colors against a buff background. Decorative drawing is deep brown and title is dark blue. "Barthelmess" is deep brown and credits are light blue.



THREE SHEET



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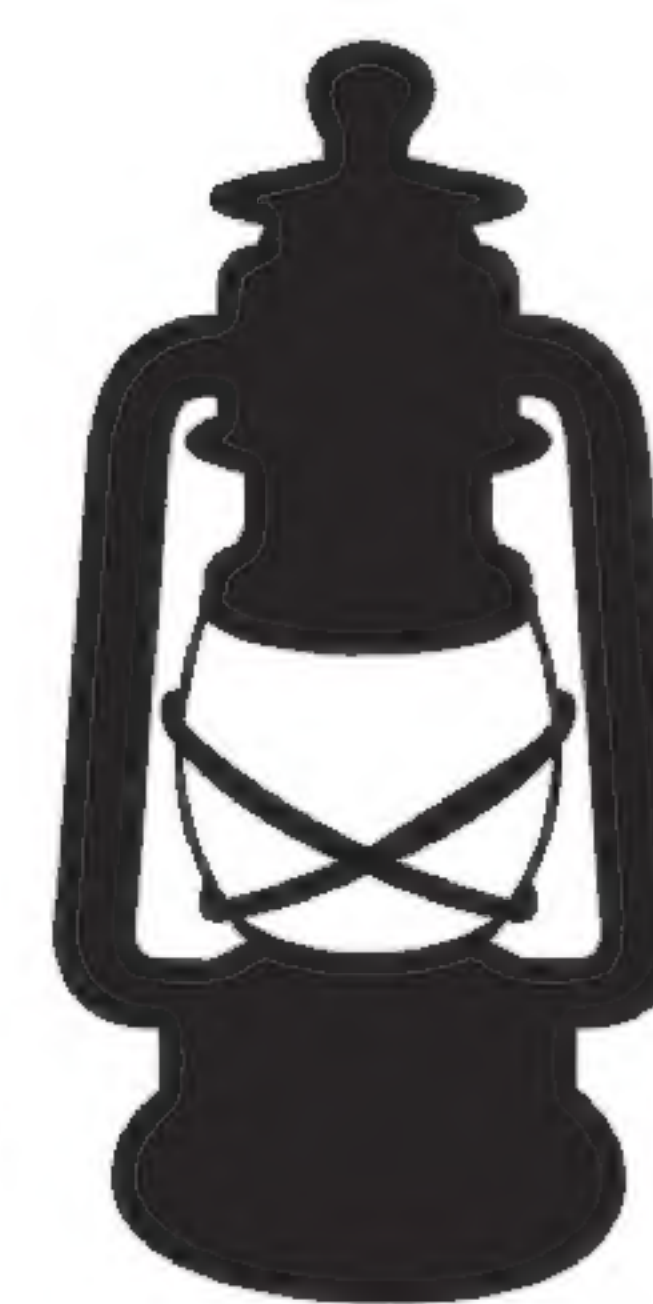


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